ATSC Flag is not necessary. DTV will grow and become the standard. Any flags that are generated, as most copy protection/control, will become ineffective. Concerning consumer devices, they do not need to include the matching device. One of the primary reasons that the PC as become so successful is that it is a ubiquitous device. Tailoring it to meet copy protection schemes will only restrict their ultimate utility. Concerning privacy, we have seen enough instances of companies tracking consumer habits, to know that this information is not truely private.
Recommend against this effort.